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ECONOMIC PRACTICABILITY OF IPM AND INM BASED TECHNOLOGY INTERVENTIONS ON COTTON PRODUCTION

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ABSTRACT : A study was conducted at Balwada Village of Khandwa district of Madhya Pradesh to find out the economic practicability of technological interventions during 2004-06. Low production and productivity of cotton in Nimar region of Madhya Pradesh is mainly due to erratic behavior of monsoon and severe incidence of insect pests. Keenness of the factors contributing to low productivity and introduction of innovative intervention through Technology Mission on Cotton has been carried out. Increased in the productivity and profitability of the farmers over the conventional approach (farmers practice) by 33.35 and 77.77 per cent in *Bt* cotton, 10.84 and 28 percent in Integrated Pest Management (IPM), 4.42 and 14.28 percent in Insecticide Resistance Management (IRM), 8.72 and 26.68 percent in New wilt and 28.58 and 76.65 per cent in Integrated Nutrient Management (INM) is point out of flourishing the transfer of technology as vital component for the sustainability of cotton production.

Key words: *Bt Cotton, INM, IRM, New Wilt, Technology interventions*